

# Malaysia *Truly Asia*

*For a truly  
rewarding incentive!*







Korea  
Japan

China

Myanmar

Taiwan

Laos

Hong Kong

Thailand

Viet Nam

Cambodia

Philippines

Brunei

**Malaysia**

Kuala Lumpur

Singapore

Indonesia

Australia

## *Give them all of Asia in one destination: Malaysia, Truly Asia*



*T*here can be no better reward than the soul of Asia in one incentive holiday. It's almost like giving them a trip around the region.

That's because only Malaysia offers a potpourri of three of the world's greatest cultures: Malay, Chinese, Indian and other ethnic groups that make Malaysia, Truly Asia.

Let the tapestry of this rich cultural heritage reawaken world-weary senses. Feel the rhythm of pulsating cities and serene countryside. Marvel at centuries-old rainforests and caves, beaches and mountains. Savour irresistible culinary specialties, from spicy to sweet to exotic. Listen to the delights of shoppers over incredible bargains at quaint night markets or world-class malls. Bask in the fragrance of dazzling flora and pure, invigorating air.

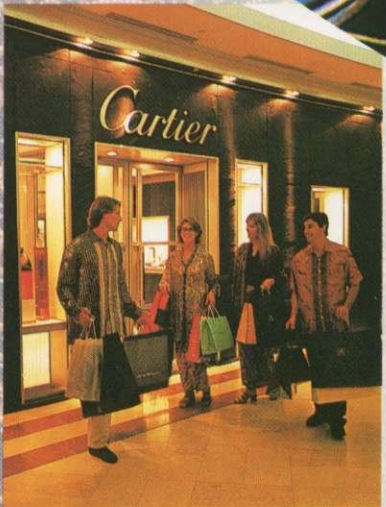
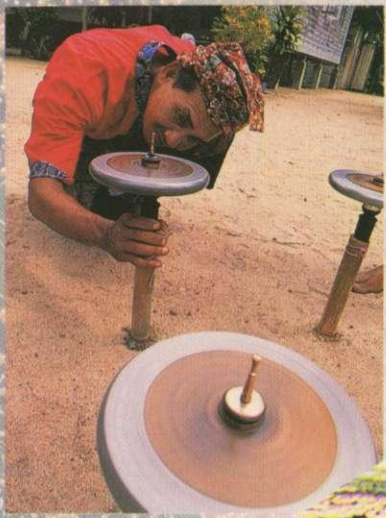




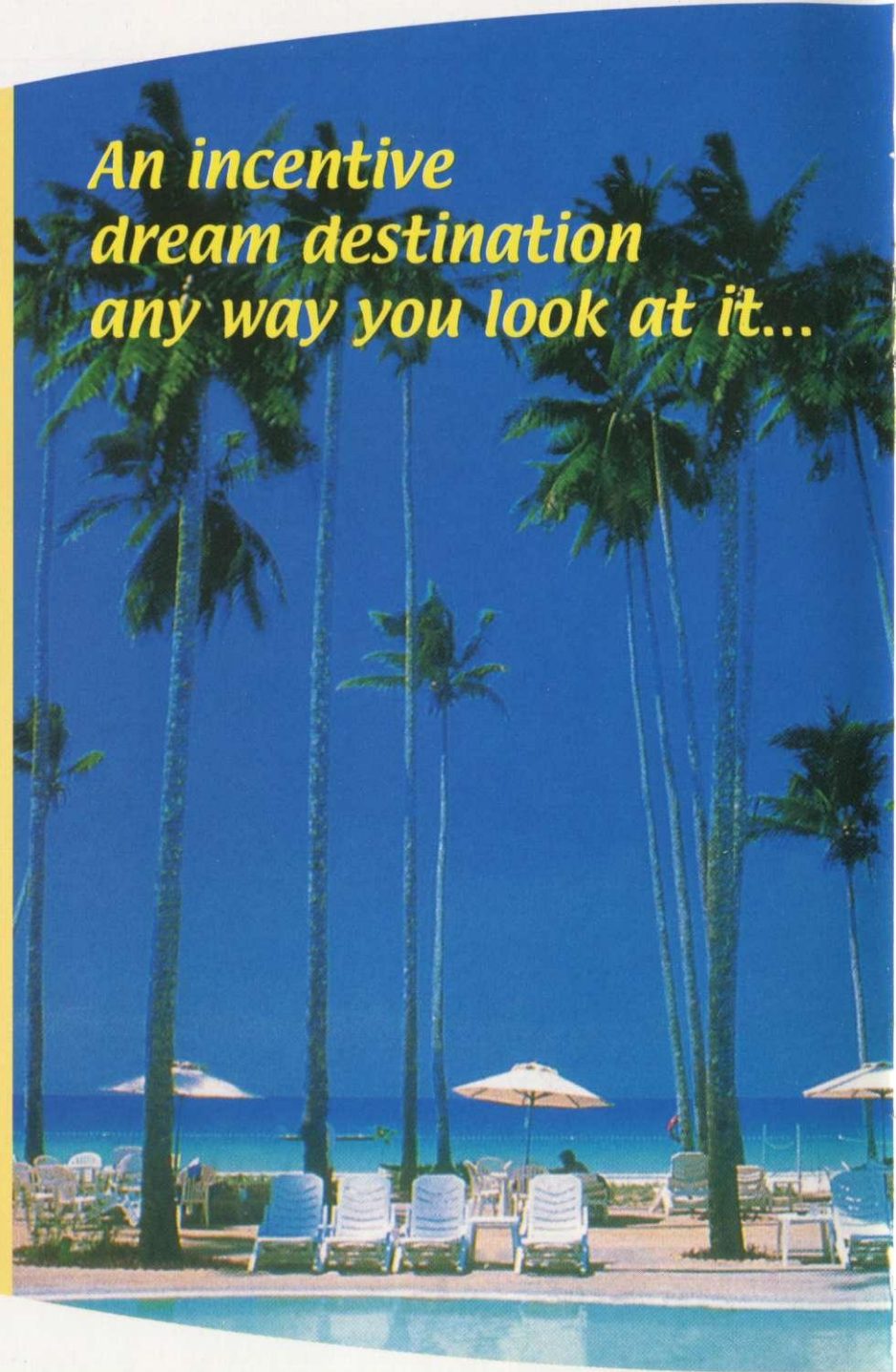
This handy guide takes you through Malaysia's colourful destinations, each with a character all its own. So whatever it is that your top performers are looking for, you can be sure they'll find it in Malaysia, Truly Asia.







*An incentive  
dream destination  
any way you look at it...*





## Accommodation

From 5-star hotels to charming rustic chalets, the choices are overwhelming. With premium facilities and legendary Malaysian warmth.

## Culture and Cuisine

Malaysia's multi-ethnic cuisine is borne out of its multi-cultural heritage. Tempting Malay favourites. Classic Chinese dishes. Spicy Indian specialties. Plus other delicacies that will captivate your senses.



## Leisure and Special Interests

Even Tiger Woods loves our golf courses! Tee off at our signature championship golf courses and understand why. Malaysia is also an explorer's dream: jungle trekking, mountain climbing, white water rafting, kayaking, scuba diving and other extreme sports not for the faint-hearted.

## Shopping

Give in to Batik. Silks. Designer goods. Electronics. Handicraft. The list is endless, so is the pleasure.

More so during the months of March, August and December when the Malaysian Mega Sale Carnival is on - nationwide!

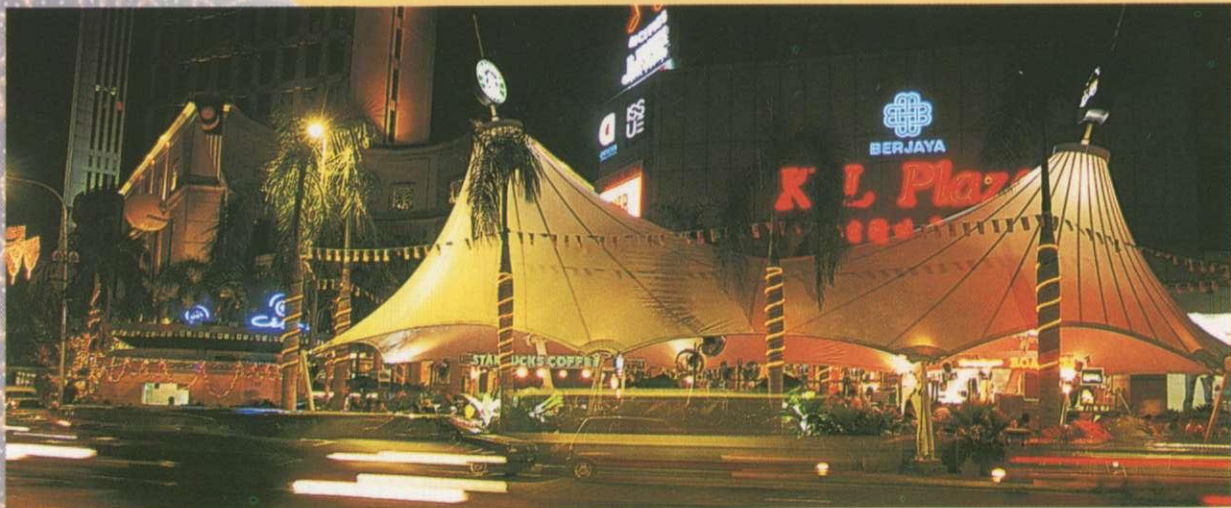
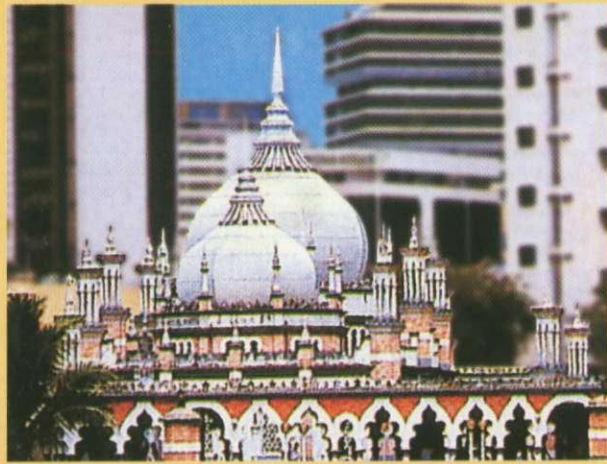
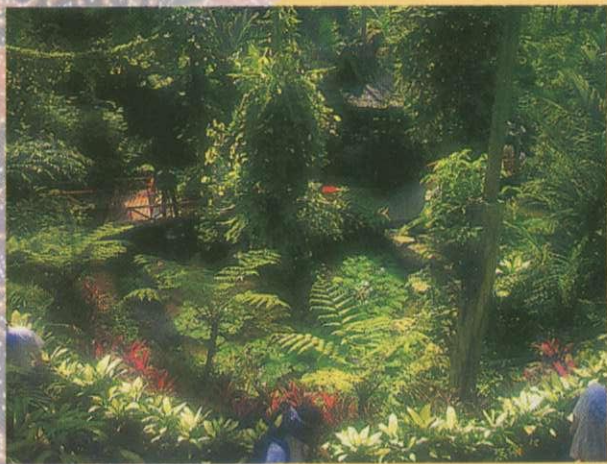
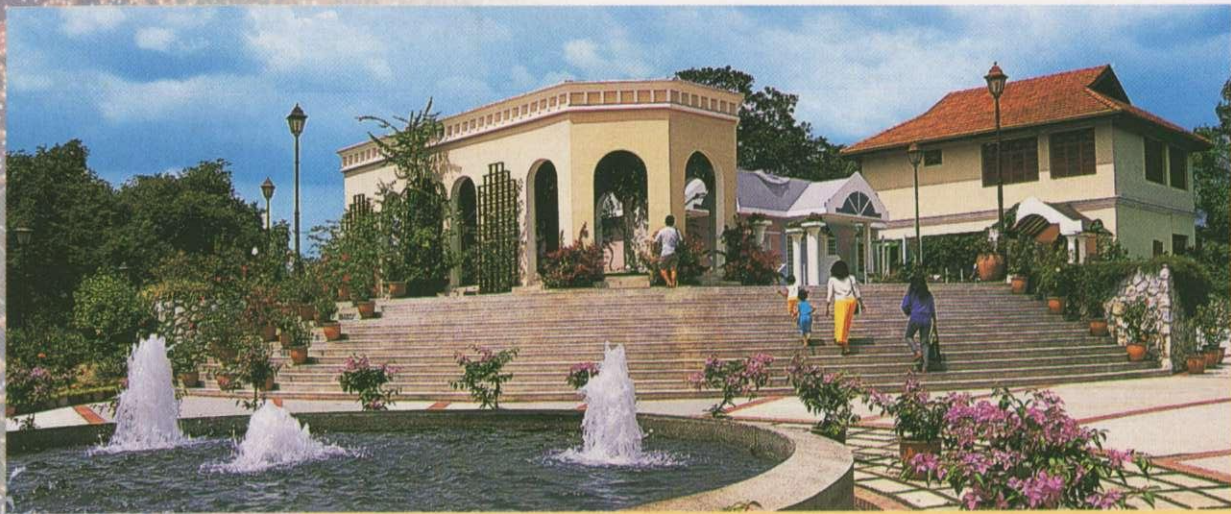
## Theme Parks

Whether it's the thrill of Adventure, the exhilarating magic of Water, the lure of the wild West, Malaysia's theme parks are great for unwinding and socializing. Your top performers will agree that togetherness has never been this great.

For more information, visit our Tourism Malaysia websites:  
[www.tourism.gov.my](http://www.tourism.gov.my) or [www.malaysiamydestination.com](http://www.malaysiamydestination.com)









# *The stunning skyline of a vibrant metropolis beckons...*

**Kuala Lumpur**, Malaysia's capital city, is a lovely, pulsating city of exotic contrasts.

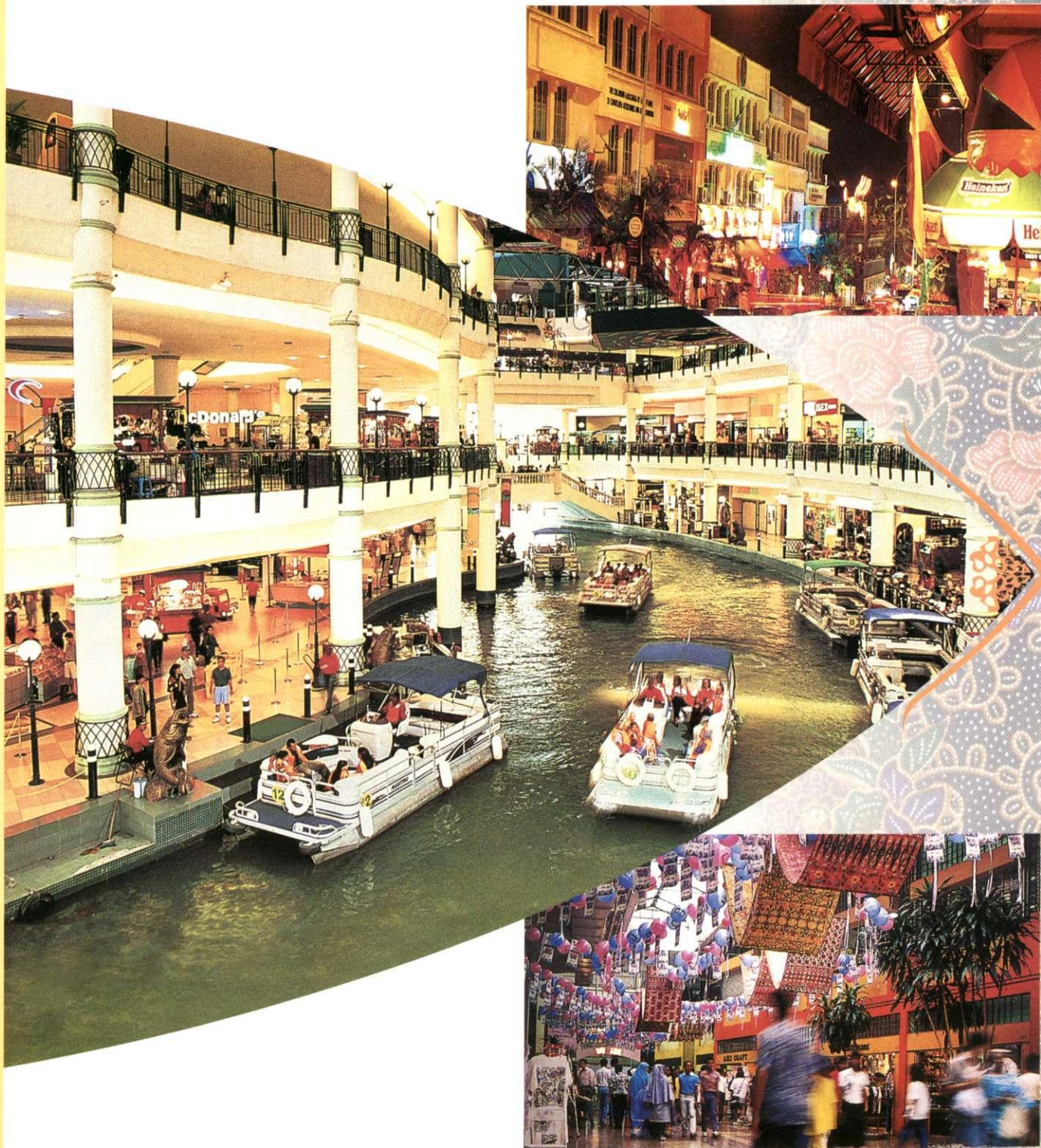
The KL International Airport showcases technology with ecology, combining state of the art with the award-winning Rainforest-in-the-Airport concept.

Drive around the city and compare yesterday's colonial architecture at Merdeka Square with today's tallest building in the world – Petronas Twin Towers. For a breathtaking city panorama, ride halfway to the sky and enjoy the view from the KL Tower.

An exquisite array of arts and crafts reflecting a colourful heritage awaits at Central Market, a treasure trove of beautiful souvenirs like elegant pewter and silverware; intricate songket, a richly woven gilded fabric for formal events and traditional ceremonies; plus knick knacks that are every souvenir hunter's dream.

Cuisine choices in this gastronomic wonderland ranges from award-winning favourites at boutique restaurants to the simple but scrumptious spread at hawker stalls.

At dusk, check out the pulse of the city. Vibrant nightspots in Bangsar, happening sidewalk cafés in Bintang Walk, dazzling dancing fountains in Suria KLCC and the perennial flurry of new finds in Chinatown. Go with the rhythm that suits you best!







## *Give in to the old-world charm of Asia's greatest cultures...*

This is where it all started. **Melaka.** When the Malay Sultanate empire ruled centuries ago and traders of the east and west travelled to our shores, bringing spices, silk, tea and gold.

Commerce as well as romance blossomed and the coming together of different cultures led to the birth of Malaysia's rich tapestry of a multi-racial community. For instance, the Chinese traders who intermarried with locals integrated their religious beliefs and magnificent cuisine into a sub-group called Peranakan or Baba-Nyonyas.

History speaks where curio shops abound with family heirlooms and antiques from the Ming dynasty up to the Colonial times.

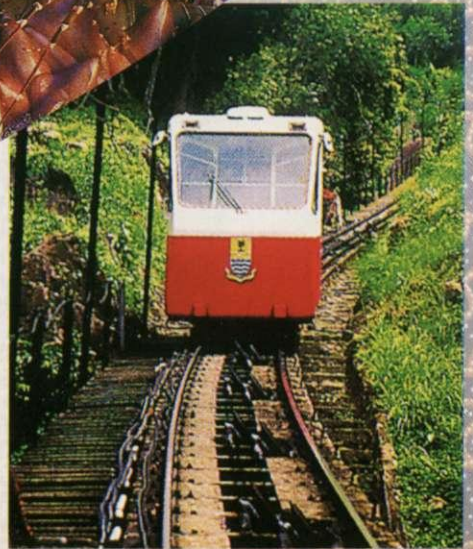
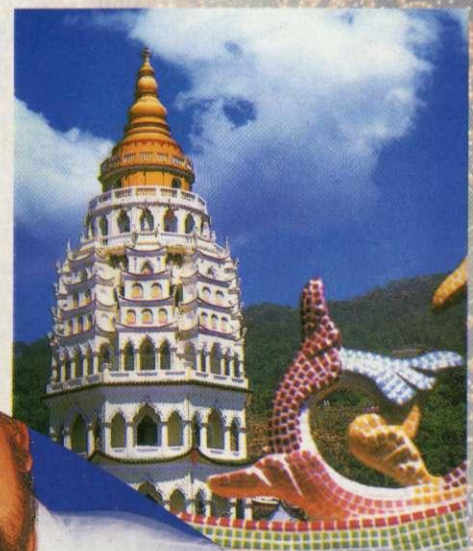
Discover architectural designs of a glorious past in the little Melaka red townsquare. From the Malay Sultanate palace to Dutch and British colonial buildings and a Portugese fort, among others.



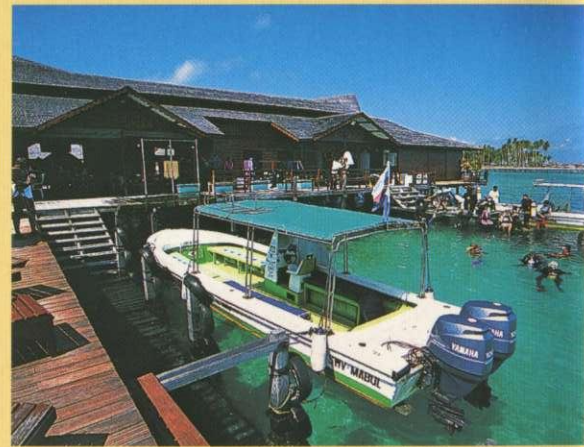
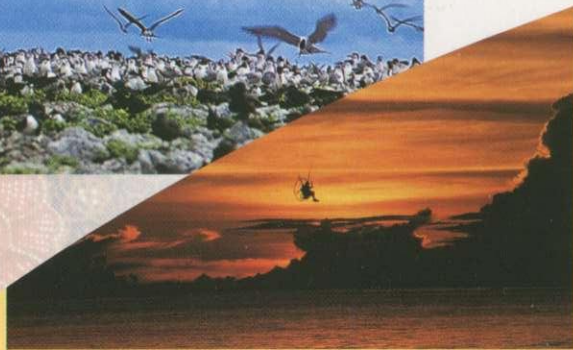
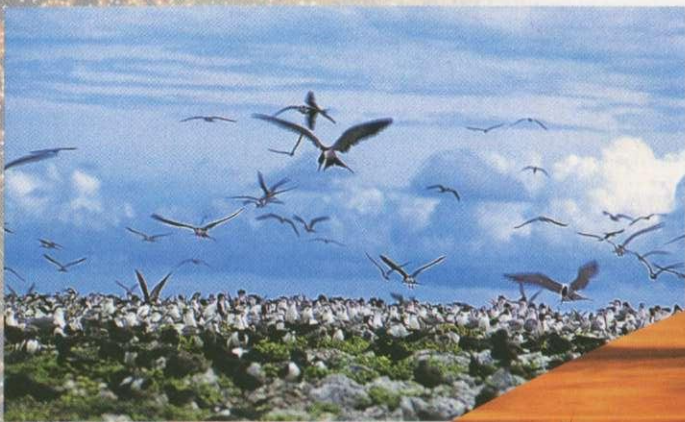


**Penang.** The Pearl of the Orient, with the grandeur of colonial British architecture, Moorish Islamic-influenced mosques and richly embellished Chinese temples. Add to that the charming facades of pre-war shops, the lure of year-round festivals, and the seduction of your tastebuds.

Put on your most comfortable walking shoes and explore historic heritage trails. Hail a trishaw and indulge in the poetry of yesterday's cobbledstone streets. Discover the enchantment of neighbouring towns with their special old-world charm and you have the greatest feast of the senses right here.









## Bathe in the magic of golden sunsets on never-ending beaches...

Reach out to paradise. Miles of white sand on palm-fringed beaches. A favourite drink to wash away harsh realities and invite an atmosphere of dreams. Welcome to the beautiful islands of Malaysia. Each one destined to cast a spell that will make your heart stay.

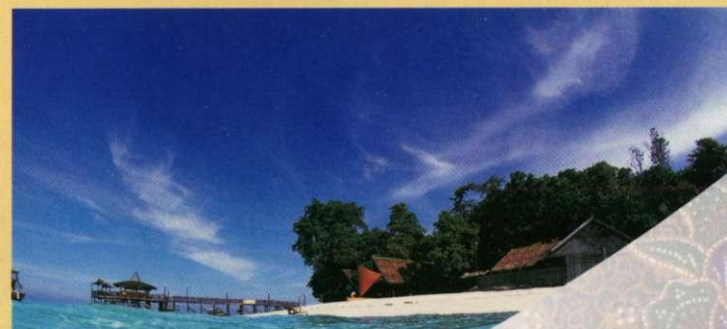
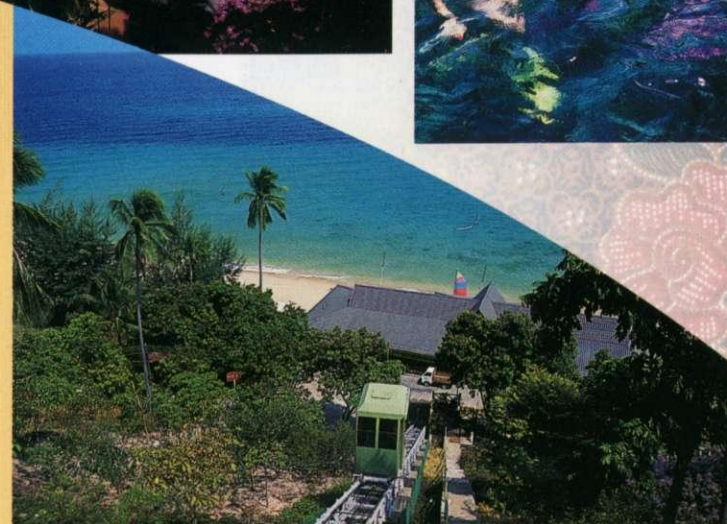
**Langkawi Island**, renowned for its legendary beauty and duty-free port that entices you to dive for irresistible bargains. Succumb to island hopping and pamper the senses with idyllic fishing, snorkelling and scuba diving, especially in the clear waters off Pulau Payar, Langkawi's marine park.

**Pangkor** Island started as a tiny fishing village until the world discovered its pristine beaches and easy accessibility. Wander around quaint fishing villages that will whet your appetite for fresh seafood, or snorkel amidst the underwater treasures of its marine park.

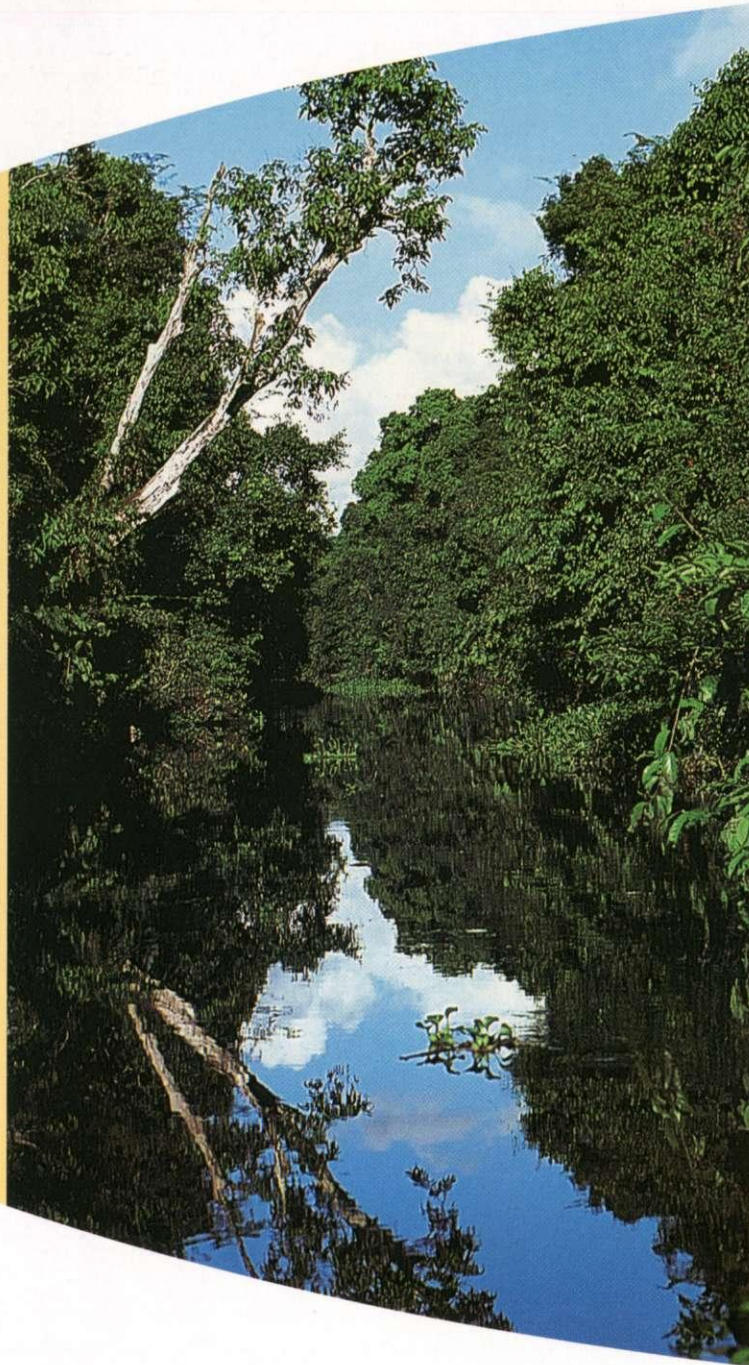
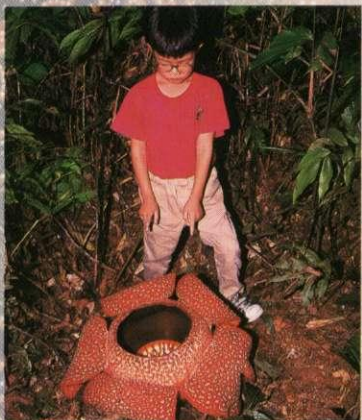
**Redang** and **Perhentian** Islands off the east coast are favourite getaways for city folks seeking the serenity of sun-kissed beaches and fascinating marine life. Snorkel, dive, canoe, sail or fish, the list of team pleasures is as endless as the sea.

**Tioman** Island gained international recognition as the ideal backdrop of movies in the 60's with its verdant virgin jungles and stunning palm trees. A diver's dream, Tioman's dazzling display of soft corals and mature coral reefs are a sight to behold.

**Mabul** and **Layang-Layang** Islands in Sabah are synonymous to world-class diving. Truly nature's masterpieces, vibrant schools of fish in every imaginable colour and size, and stunning corals that beckon like private art galleries for personal viewing.







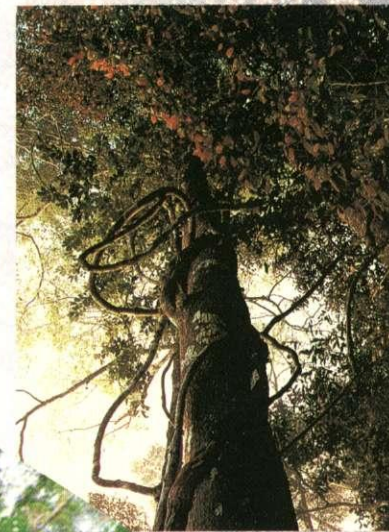
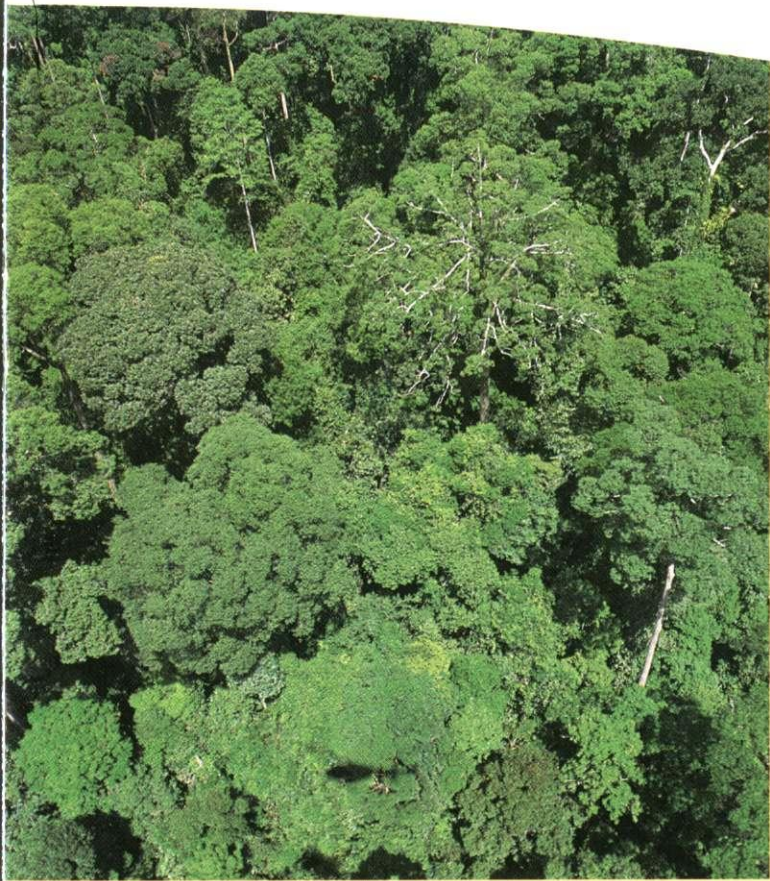
## *Listen to the call of the wild...*

Home to some of the oldest rainforests in the world and with some three fifths of our total land mass still covered by tropical rainforests, Malaysia is a veritable paradise. In fact, some hills have been estimated to be about 248 million years old, flourishing with a variety of exotic and rare flora and fauna.

Picture a haven of cascading waterfalls, rushing rivers, serene lakes, craggy limestone pinnacles, magnificent mountains, secret caves – divine existence awaiting discovery. A blessed sanctuary where tigers, elephants, wildboars, bear cats, hornbills and rare sumatran rhinoceros can say hello, from safe animal lookout points, of course!







And it's a crime not to visit the 130 million-year-old rainforest at Malaysia's largest natural park, **Taman Negara**. Trek through one of the world's unexplored rainforests. Lead your top performers to greater heights at Gunung Tahan – Peninsular Malaysia's highest mountain. Swing unafraid on the world's longest canopy walkway 40 metres above the ground, as mist-covered trees slowly unveil their glory. Bird watching and shooting the rapids are two diverse pleasures that know no bounds.





## *Find serenity for your soul in eloquent rainforests and quaint longhouses...*

**Sabah** is blessed with nature's most admirable creations, eco-treasures that invite discovery and challenge from "top to bottom!" Conquer the majestic Mount Kinabalu, the region's highest peak. Jungle-trek in the lowland tropical forests of the Danum Valley Conservation area. Dive into the world's best underwater havens that rival the splendour of a rainbow.

Feast your eyes on Sabah's exotic flora and fauna in lush, virgin rainforests where you'll be greeted by the world's largest flower, the Rafflesia, and the pot-bellied, pendulous-nosed Proboscis Monkeys.

The people are just as colourful, with over 32 ethnic communities. The brightly clad Kadazan-Dusuns with their elaborate rituals for bountiful harvests. The Bajaus, sea nomads of the East Coast and the flamboyant west coast "Cowboys."

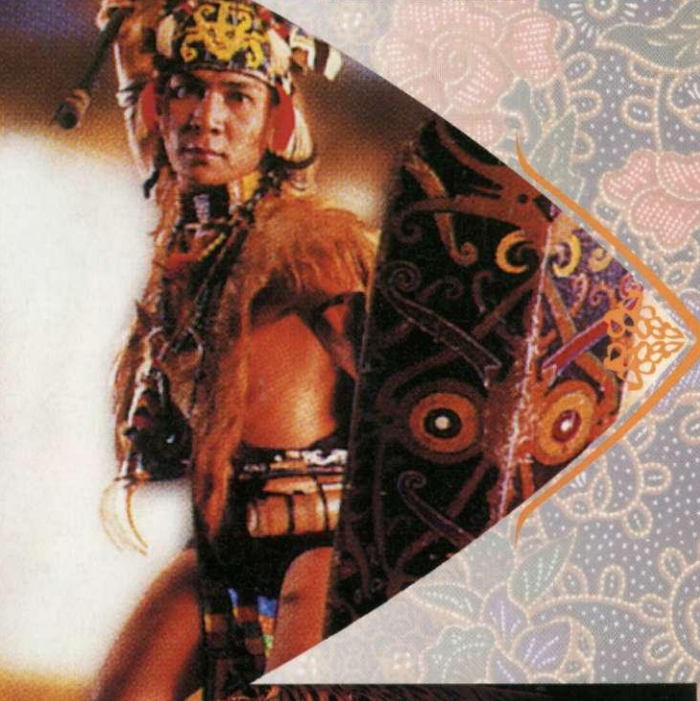
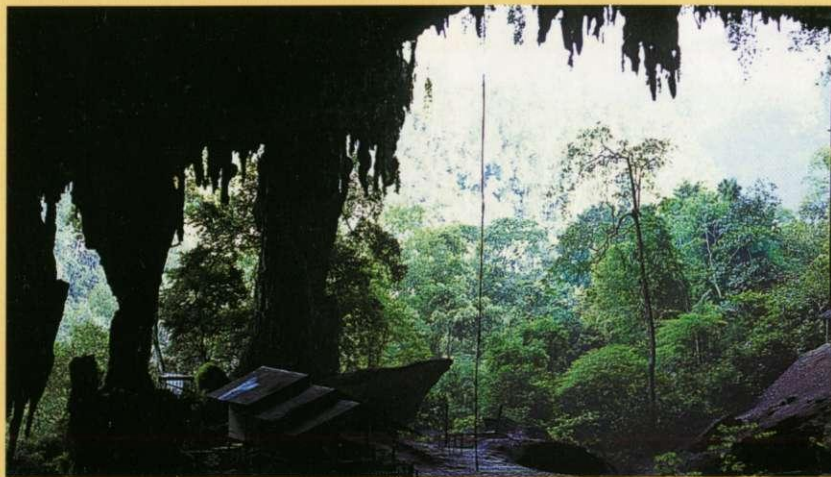




The ***Sarawak Cultural Village***

is another adventure altogether. The Ibans and other ethnic groups like the Bidayuh, Melanau and Orang Ulu, thrive on simplicity: imagine living under one roof on traditional longhouses with stilts on water, with fishing, hunting and farming for a living. Better still, stay longer and experience it. The hospitality is legendary as guests dance with 'warriors' celebrating the glory of tradition or cheer the hosts in the hauntingly melodic Blow-Pipe competition.

A leisurely boat ride up Sarawak's longest river, Sungai Rejang uplifts your soul as it offers glimpses of nomadic daily life. This Land of the Hornbills also boasts the world-renowned Mulu Caves that can house 747s. The capital, Kuching, is a charming town with elegant colonial buildings and colourful local markets where one would think time has actually stopped.







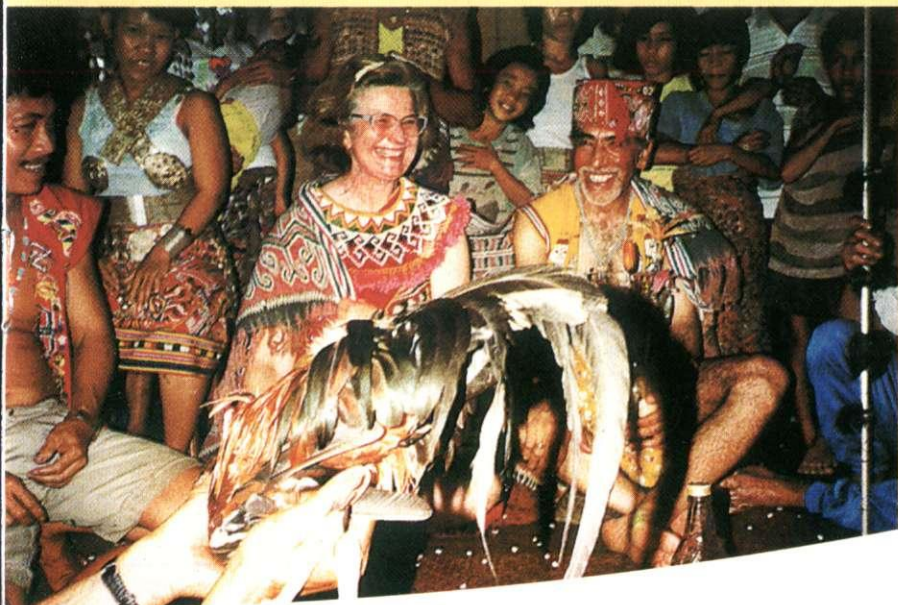


## *Theme parties that go where your imagination can take you...*

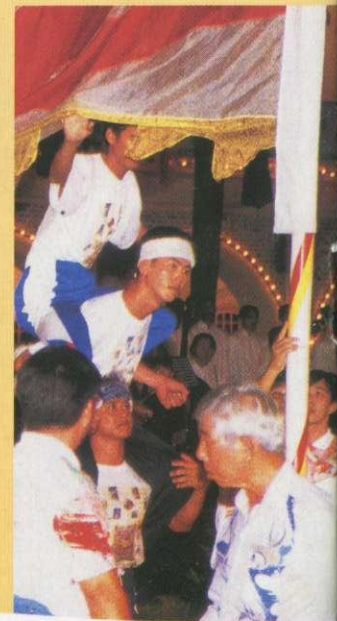
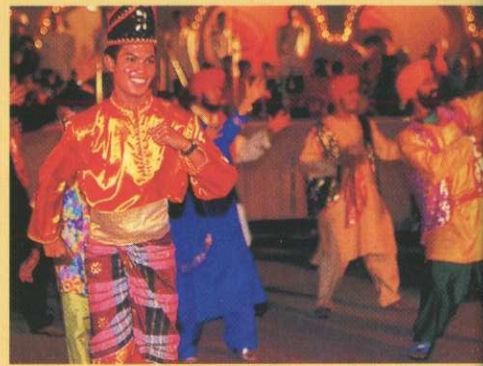
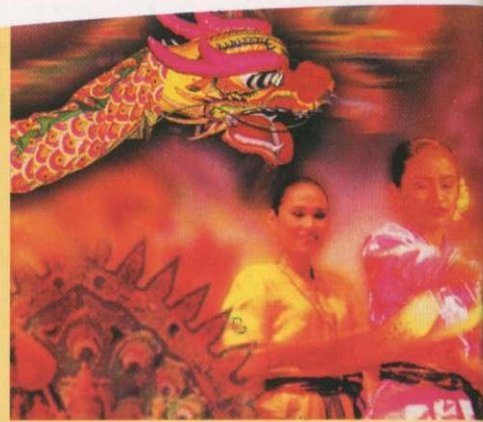
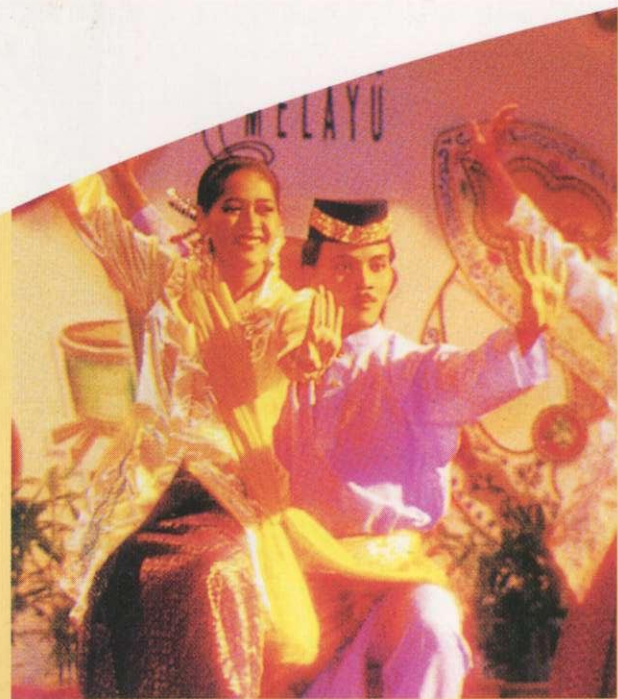
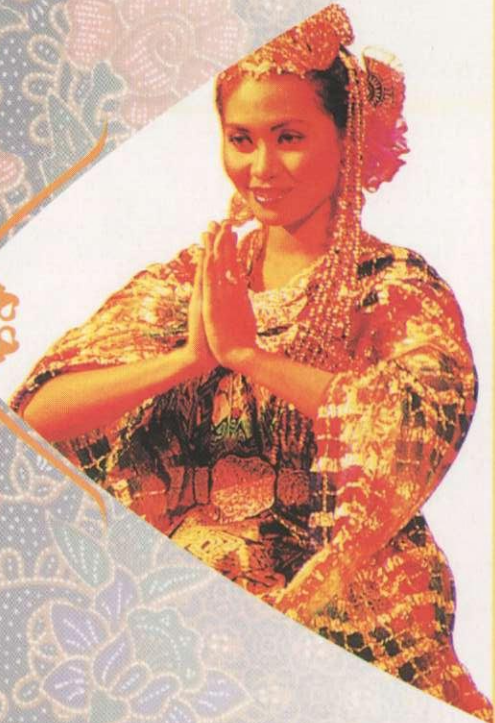
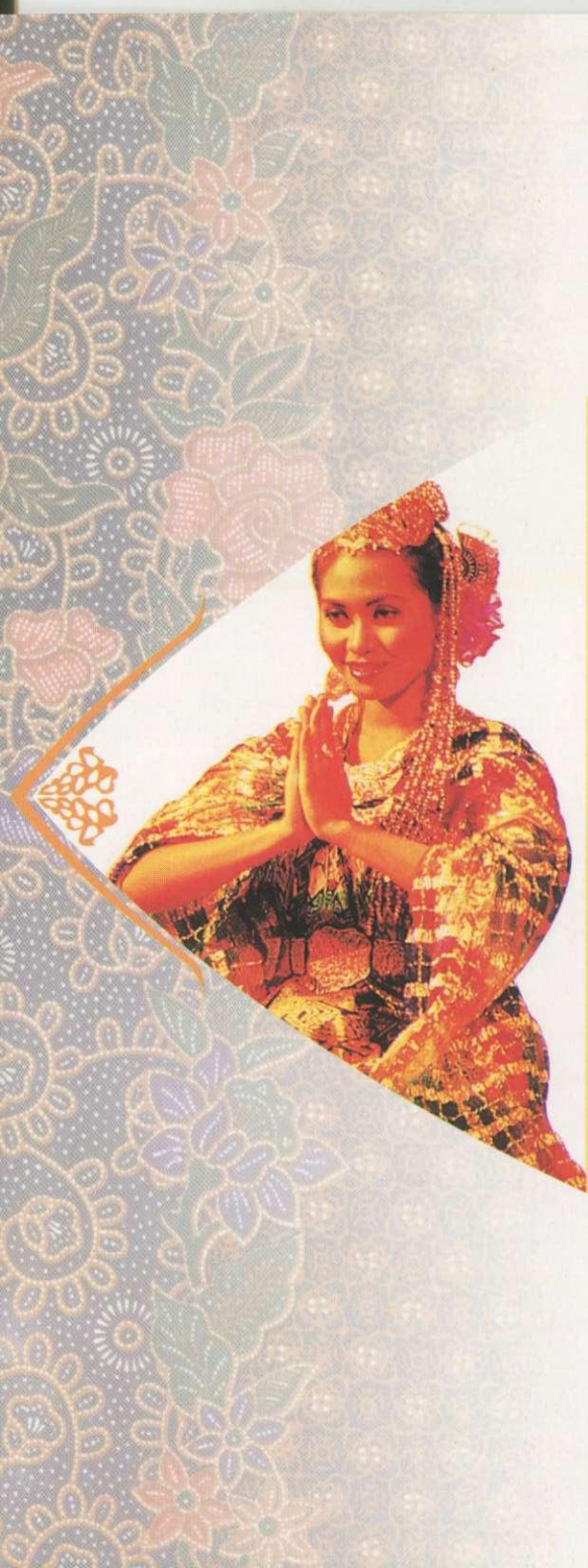
The splendours of Asia in Malaysia have inspired many a party planner to conjure incredible settings that create lasting impressions.

Whether the event is in the comfort of international hotels and luxury resorts, or on secluded beaches where pirates, buccaneers and castaways have wild rollicking times or in wild jungles where hunters search for treasures with a map and shovel in hand.

Theme parties can also be held on board old steam locomotives, by the waterfall or even underwater adventures with 'mermaids'. Fun breakfasts can also be arranged with the animals of the zoo. The list is as endless as your imagination!







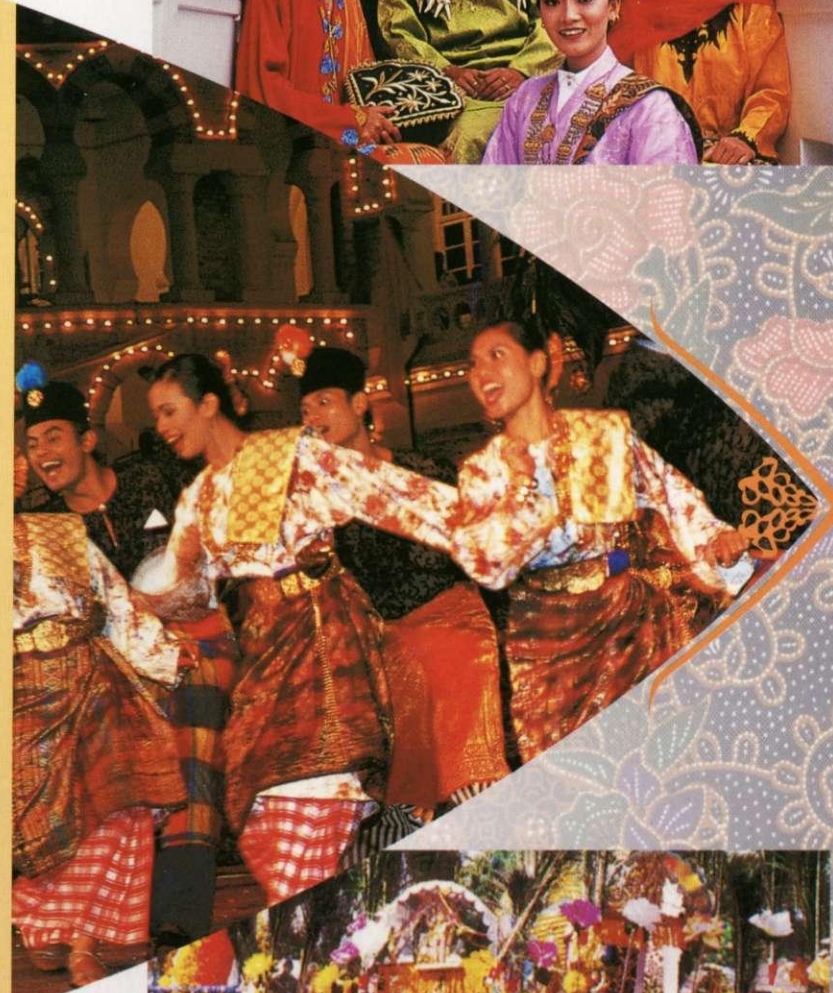
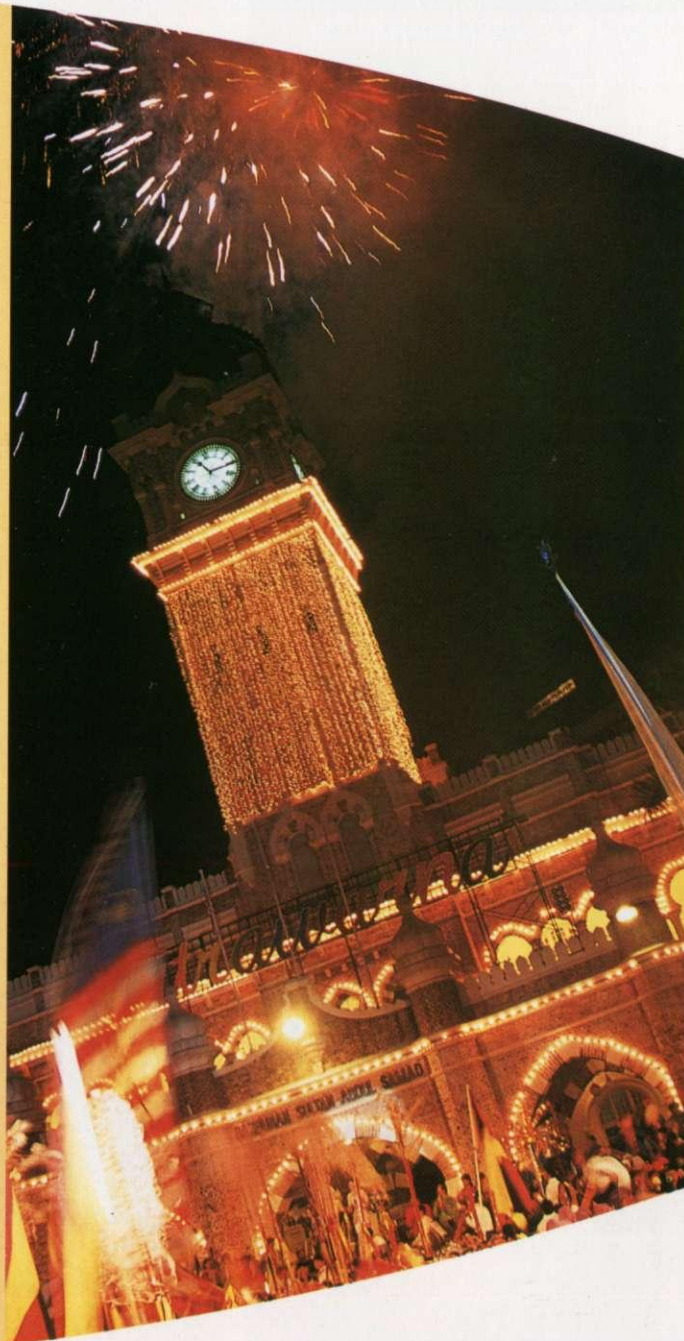


## *Malaysia Truly Asia... one MICE destination with the splendours of a region*

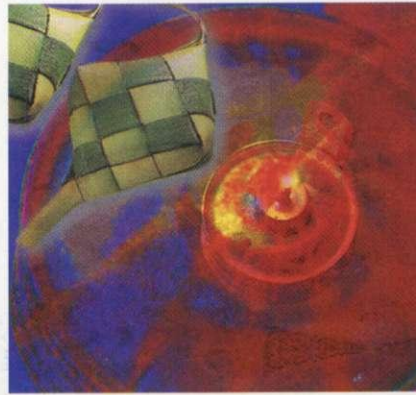
Anytime is a good time to visit colourful Malaysia.

The main festivals are the Muslims' Hari Raya Aidilfitri celebrated after the Ramadan month of fasting, the Chinese Lunar New Year, the Indians' festival of lights or Deepavali and of course, Christmas and the international New Year. As these are public holidays, most Malaysians take this opportunity to 'balik kampung' (return to their hometowns) to celebrate with loved ones. In the 'muhibah' (harmonious) spirit, Malaysians of all walks and races usually hold open houses in celebration of these festive occasions.

Aside from these festivals, there are on-going events throughout the year as there is always something to celebrate in colourful Malaysia. Check with the Tourism Malaysia offices near you for the exact dates to guarantee a fun-filled diary of events for your top performers.







## *Join the kaleidoscope of year-round celebrations!*

- Le Tour de' Langkawi February
- F1 Petronas Malaysian Grand Prix March
- Mega Sale Carnival March, August & December
- Water Festival April
- Melaka Historic City Celebration April
- Colours of Malaysia May - June
- KL International Towerthon May
- Sabah Kaamatan Festival May
- Sarawak Gawai Festival June
- Labuan Sea Challenge June
- Food & Fruits Fiesta July
- Merdeka Eve Celebration August
- Mt. Kinabalu International Climbathon October
- Langkawi International Maritime & Aerospace Exhibition (LIMA) October







# Malaysia

*Truly Asia*

*The land of legendary hospitality  
awaits your discovery...*

## **Country**

The Federation of Malaysia comprises of Peninsular Malaysia, and the states of Sabah and Sarawak in the island of Borneo.

## **People**

Asia's greatest races have made this land home, so you will find the friendly faces of Malay, Chinese, Indian and other ethnic groups welcoming you. This also means a variety of year-round festivals celebrating the colourful cultures of our people.

## **Language**

Bahasa Melayu (Malay) is the national language but English is widely spoken. Chinese, Indian and other ethnic dialects are spoken as well by various ethnic groups.

## **Religion**

Islam is the official religion but religious freedom is acknowledged.

## **Currency**

Ringgit Malaysia – indicated as RM, is 100 sen to RM1.00. It has been pegged to the US Dollar and the current exchange rate is approximately RM3.80 to USD\$1.00. Foreign currencies and traveller's cheques can be converted for Malaysian Ringgit at banks, money changers and hotels.

## **Electrical supply**

240-volt / 50-cycle system

## **Climate**

21°C – 32°C with high humidity.

## **Time**

8 hours ahead of Greenwich Meridian Time (GMT) and 16 hours ahead of the United States Pacific Standard Time.

## **Getting there**

The main gateway to Malaysia is the KL International Airport in Sepang, about 50km south of Kuala Lumpur City. Other international airports around Malaysia are in Langkawi, Pulau Pinang, Kuching and Kota Kinabalu. Most major airlines service this route. Domestic air links and a well-developed rail and road public transportation system ensure easy access around the country.

**TRAFFICKING OF ILLEGAL DRUGS/NARCOTICS CARRIES THE DEATH PENALTY IN MALAYSIA**







TOURISM  
MALAYSIA

[www.tourism.gov.my](http://www.tourism.gov.my)  
[www.malaysiamydestination.com](http://www.malaysiamydestination.com)



# TOURISM MALAYSIA REGIONAL AND OVERSEAS OFFICES

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## REGIONAL OFFICES

### NORTHERN REGION

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Jalan Tun Syed Sheh Barakbah  
Penang 10200, MALAYSIA  
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### SOUTHERN REGION

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Information Centre (JOTIC)  
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### SARAWAK OFFICE

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Fax : (81-3) 3501 8692  
Voice Fax Infoserv.  
Tel : (81-3) 3249 7210/ACC Code 4370#  
E-mail : mtpb.tokyo@tourism.gov.my  
Website: www.tourismmalaysia.or.jp

### KINGDOM OF SAUDI ARABIA

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Al Rehab District  
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### PEOPLE'S REPUBLIC OF CHINA

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